Domain Names – the future or the past?

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Domain Names – the future or the past?

- Will domains be replaced by a technological or media innovation?
- What is a domains projected life value as an investment or asset?





Why we use domain names

- "Domains make it easier for people to use the Web."
- Used for:
 - Web sites places we put content and create brands
 - Email method of sending content to other people
 - Navigation method of finding content





Will domains be replaced by a technological or media innovation?

- Alternative functionality to domain names?
 - Social Media
 - Google (Search) to the desktop and mobile touch points





Look at Social Media

- Facebook
 - More than 400 million active users
 - 50% of our active users log on to Facebook in any given day
 - Average user has 130 friends
 - People spend over 500 billion minutes per month on Facebook





Facebook continued

- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are two times more active on Facebook than nonmobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote
 Facebook mobile products





Facebook continued

- More than one million developers and entrepreneurs from more than 180 countries
- Every month, more than 70% of Facebook users engage with Platform applications
- More than 550,000 active applications currently on Facebook Platform
- More than 250,000 websites have integrated with Facebook Platform
- More than 100 million Facebook users engage with Facebook on external websites every month
- Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have integrated with Facebook





Look at Social Media

- Twitter
 - 50 million tweets are posted every day. That's an average of 600 tweets per second.
 - More than 400 million active users
 - Fortune 100 loves Twitter





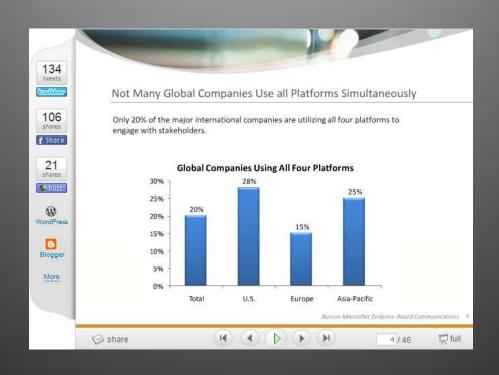
Fortune 100 using at least one Social Media Platform







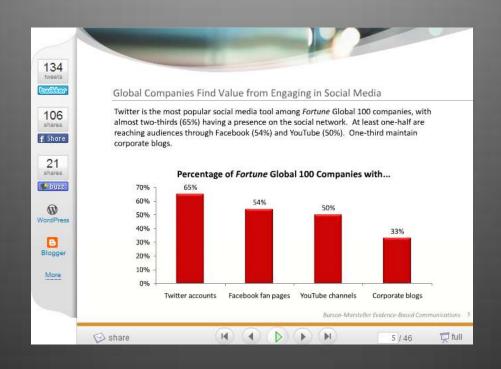
Fortune 100 using at all four Social Media Platform







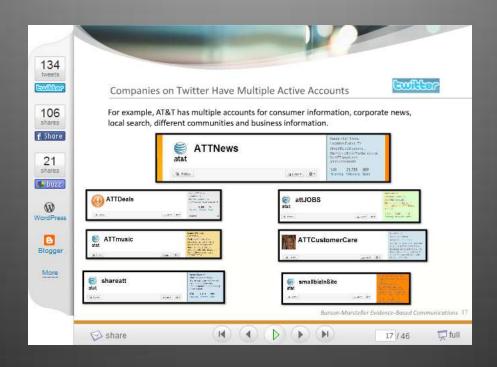
Fortune 100 most popular Social Media







Fortune 100 – many have multiple accounts







Good News

- The Internet grew by 1 million domain names in the first quarter of 2010, Domain Name Industry Brief published by VeriSign, Inc.
- The Domain Name Industry ended the first quarter of 2010 with a base of more than 193 million domain name registrations across all of the Top Level Domain Names (TLDs), an increase of 11 million domain name registrations, or 6 percent, compared to the first quarter of 2009.





Can Social Media replace Domain Names?

- In my opinion NO!
- Why?
 - There is no market for trading Social media handles/names.
 - There is only a weak system for handling name disputes and trademark issues. It's insufficient to handle a global naming system.
 - Major brand holders would not want to share a brand with Facebook or Twitter.
 - Social media companies are private and do not have a regulatory body enforcing rules and procedures, placing all work you do to your Social Media Fan pages – at risk.





Can Google (Search) replace Domain Names?

- In my opinion NO!
- Why?
 - Not even corporate brand holders want to give Google a monopoly over their brands.
 - Even though search can take away much direct navigation opportunities theoretically, the domain is still a core component of how search ranks relevancy of a query response.





Summary

- Domain industry is growing in parallel with growing search usage, social media usage, and mobile access.
- Use Social Media for its viral properties, and leave brands on domains under your direct control.
- Google (search) will never become such a monopoly that they will control most of what people see and brands they interact with. Domains stay foundational to the system.



